

**Amendments to the Claims:**

A listing of the entire set of pending claims (including amendments to the claims, if any) is submitted herewith per 37 CFR 1.121. This listing of claims will replace all prior versions, and listings, of claims in the application.

**Listing of Claims:**

1. (Currently amended) A method for providing standardized genre assignments, the method comprising:

receiving at least a first digital data transmission-(200); wherein at least one program in the first digital data transmission is associated with a genre according to a first genre assignment schedule;

identifying a jurisdiction associated with the first genre assignment schedule;

obtaining data from the first digital data transmission that identifies the associated genre; and

mapping the at least one program to a genre in a standardized genre assignment schedule according to the associated identified jurisdiction and the associated identified genre-(240);

wherein the obtaining of data includes obtaining a user nibble, if available, that identifies the associated genre, and, if the user nibble is not available, obtaining a standard content nibble that identifies the associated genre.

2. (Currently amended) The method of claim 1, wherein[[:]] the identifying of the jurisdiction-~~comprises~~ includes obtaining data from the first digital data transmission that identifies a country-(105).

3. (Currently amended) The method of claim 1, wherein[[:]] the identifying of the jurisdiction-~~comprises~~ includes obtaining a user setting that identifies a country-(105).

4-6 (Canceled)

7. (Currently amended) The method of claim 1, wherein the first digital data transmission is provided according to a Digital Video Broadcasting standard.

8. (Currently amended) The method of claim 1, wherein the first digital data transmission ~~comprises~~ includes at least one of audio and video data.

9. (Currently amended) The method of claim 1, wherein the first digital data transmission is received at at least one of a television and a set-top box.

10. (Currently amended) The method of claim 1, wherein the first digital data transmission is provided in at least one of a broadcast, multicast and streaming content.

11. (Currently amended) A program storage device tangibly embodying a program of instructions executable by a machine to perform a method for providing standardized genre assignments, the method comprising:

receiving at least a first digital data transmission ~~(200)~~; wherein at least one program in the first digital data transmission is associated with a genre according to a first genre assignment schedule;

identifying a jurisdiction associated with the first genre assignment schedule;

obtaining data from the first digital data transmission that identifies the associated genre; and

mapping the at least one program to a genre in a standardized genre assignment schedule according to the associated identified jurisdiction and the associated identified genre ~~(240)~~.

wherein the obtaining of data includes obtaining a user nibble, if available, that identifies the associated genre, and, if the user nibble is not available, obtaining a standard content nibble that identifies the associated genre.

12. (Currently amended) A receiver~~[[,]]~~ comprising:

means for receiving at least a first digital data transmission~~(200)~~; wherein at least one program in the first digital data transmission is associated with a genre according to a first genre assignment schedule;

means for identifying a jurisdiction associated with the first genre assignment schedule;

means for obtaining data from the first digital data transmission that identifies the associated genre; and

means for mapping the at least one program to a genre in a standardized genre assignment schedule according to the associated identified jurisdiction and the associated identified genre~~(240)~~;

wherein the obtaining of data includes obtaining a user nibble, if available, that identifies the associated genre, and, if the user nibble is not available, obtaining a standard content nibble that identifies the associated genre.

13. (Currently amended) A receiver~~[[,]]~~ comprising:

a tuner~~(102)~~ for receiving at least a first digital data transmission; wherein at least one program in the first digital data transmission is associated with a genre according to a first genre assignment schedule; and

a control~~(103)~~ associated with the tuner for executing instructions to identify a jurisdiction associated with the first genre assignment schedule,

obtain data from the first digital data transmission that identifies the associated genre, and

map the at least one program to a genre in a standardized genre assignment schedule according to the associated identified jurisdiction and the associated identified genre;

wherein the control executes the instructions to obtain the data by obtaining a user nibble, if available, that identifies the associated genre, and, if the user nibble is not available, obtaining a standard content nibble that identifies the associated genre.

14. (Currently amended) The receiver of claim 13, wherein the control (103) executes the instructions to identify the jurisdiction by obtaining data from the first digital data transmission that identifies a country (105).

15. (Currently amended) The receiver of claim 13, wherein the control (103) executes the instructions to identify the jurisdiction by obtaining a user setting that identifies a country (105).

16-18 (Canceled)

19. (New) The receiver of claim 13, wherein the first digital data transmission is provided according to a Digital Video Broadcasting standard.

20. (New) The receiver of claim 13, wherein the first digital data transmission includes at least one of audio and video data.

21. (New) The receiver of claim 13, wherein the first digital data transmission is received at at least one of a television and a set-top box.

22. (New) The receiver of claim 13, wherein the first digital data transmission is provided in at least one of a broadcast, multicast and streaming content.

23. (New) The program storage device of claim 11, wherein the first digital data transmission is provided according to a Digital Video Broadcasting standard.

24. (New) The program storage device of claim 11, wherein the first digital data transmission includes at least one of audio and video data.

25. (New) The program storage device of claim 11, wherein the first digital data transmission is received at at least one of a television and a set-top box.

26. (New) The program storage device of claim 11, wherein the first digital data transmission is provided in at least one of a broadcast, multicast and streaming content.